



Applying to become a Main
Street community in Texas
2021 Application for January 1, 2022 entrance

What is Main Street?

An economic strategy for volunteer-supported downtown revitalization in the context of historic preservation



An economic strategy...

Public + Private Reinvestment/181 programs = \$4.7 billion

43,849 jobs created

10,905 small businesses started/expanded

Investment activity during 2020/88 programs

\$260 million overall

344 small businesses

1,301 jobs



1.98 million hours since 1999

Sample average reinvestment

\$5.46:\$1 ROI

11,000 population/10-year program
\$210,746 annually

\$2:\$1 ROI

12,900 population/17-year program
\$526,087 annually

\$7.60:\$1 ROI

13,800 population/9-year program
\$1.7 million annually

...in the context of historic preservation...

TEXAS HISTORICAL COMMISSION



REAL PLACES TELLING REAL STORIES

Archeology

- Archeological Consultants Working in Texas
- La Salle Archeology Projects
- Red River War Battle Sites
- What Does An Archeologist Do?
- External Archeology Links
- Archeology FAQ

Buildings and Property

- Standards and Guidelines
- Building Codes
- Providing Access to Historic Properties
- Historic Preservation and Sustainability
- Cultural Landscapes
- Funding for Preservation Projects

Historic Bridges in Texas

- Spanning History: Texas Bridge Timeline
- Metal Truss Bridges
- Suspension Bridges
- Early Reinforced Concrete Bridges
- Masonry Arch Bridges
- Glossary of Bridge Terms
- Researching Historic Bridges
- Post-World War II Bridges

Toolkits

Community Development

History

Texas Historic Sites Atlas

Projects and Programs

- Cemetery Preservation
- County Historical Commission Outreach
- Curatorial Facility for Artifact Research
- Heritage Tourism
- Historic Texas Lands Plaques
- Hurricane Harvey Disaster Assistance
- Military History
- National Register of Historic Places
- Project Review
- State Antiquities Landmarks
- THC Preservation Awards
- Texas Archeology Month
- Texas Courthouse Stewardship
- Texas Historic Courthouse Preservation
- Texas Preservation Trust Fund
- Texas Treasure Business Award

- Certified Local Government
- Curatorial Facility Certification
- First Lady's Texas Treasures Award
- Historic Resources Survey
- Historic Texas Highways
- Marine Archeology
- Museum Services
- Preservation Tax Incentives
- Regional Archeology
- State Historical Markers
- THC State Historic Sites
- Texas Archeological Stewards
- Texas Heritage Trails
- Texas Main Street
- Texas Statewide Preservation Plan

The Main Street
Four Point
Approach™ -- our
operational
model

Build a diverse economic
base | Catalyze smart new
investment | Cultivate a strong
entrepreneurship ecosystem

**ECONOMIC
VITALITY**

Create an inviting, inclusive
atmosphere | Celebrate historic
character | Foster accessible,
people-centered public spaces

DESIGN

**COMMUNITY
TRANSFORMATION**

ORGANIZATION

PROMOTION

Build leadership and strong
organizational capacity | Ensure
broad community engagement |
Forge partnerships across sectors

Market district's defining
assets | Communicate unique
features through storytelling |
Support buy-local experience

What we do... Four-Point, Pro-bono services to all stakeholders from the state Main Street staff

Design/preservation/ architectural services for common building issues & projects + special projects

Paint, Windows, Water, Maintenance, Transoms, Brick
Slipcovers, Signage, Accessibility, Aesthetics/visitor experiences, Public spaces, Arts, Public Space, Infill, Conceptual site plans, Schematics, Renderings, Site Visits

Economic Development

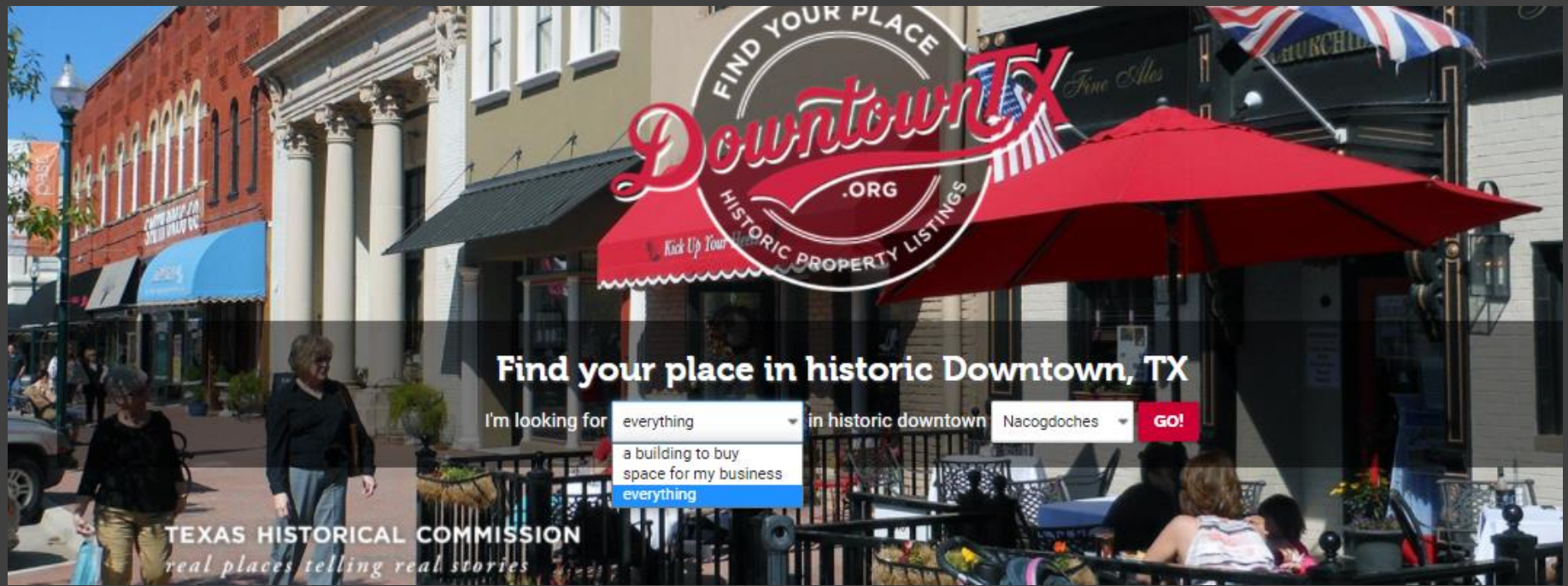
Economic/Demographic data, Conditions assessments, Market/Retail opportunity analysis, Industry trends, Special projects

Promoting Downtown

Branding/Identity, Messaging, Visitor experiences, Business marketing, social media

Local Program Management

Capacity building & organizational management, Strategic Planning, Board & staff leadership development



What we ALSO do...

- National brand resources and connection
- State network connection/resource sharing
- Online Resource Library
- www.DowntownTX.org

Myths

- Texas Main Street is regulatory.

Main Street services are advisory. Advisory boards are created through council action.

- Texas Main Street funds local programs.

Texas Main Street is provider of services. Main Street is a local self-help program. Grant opportunities can open up through participation, but the state office does not fund local programs.

- Texas Main Street is ‘the savior’.

Texas Main Street becomes your partner & provides guidance under the framework to help YOU achieve your revitalization goals.



What you do

- Commit to the process
- Prioritize downtown through action – public & private
- Staffing/funding
- Reporting
- Board & organized volunteers
- Show evidence of commitment and progress over time.

The Application Process

Small-town (under 50,000 population)

Full-time staff.

City employee. One full-time employee required.

Locally funded program.

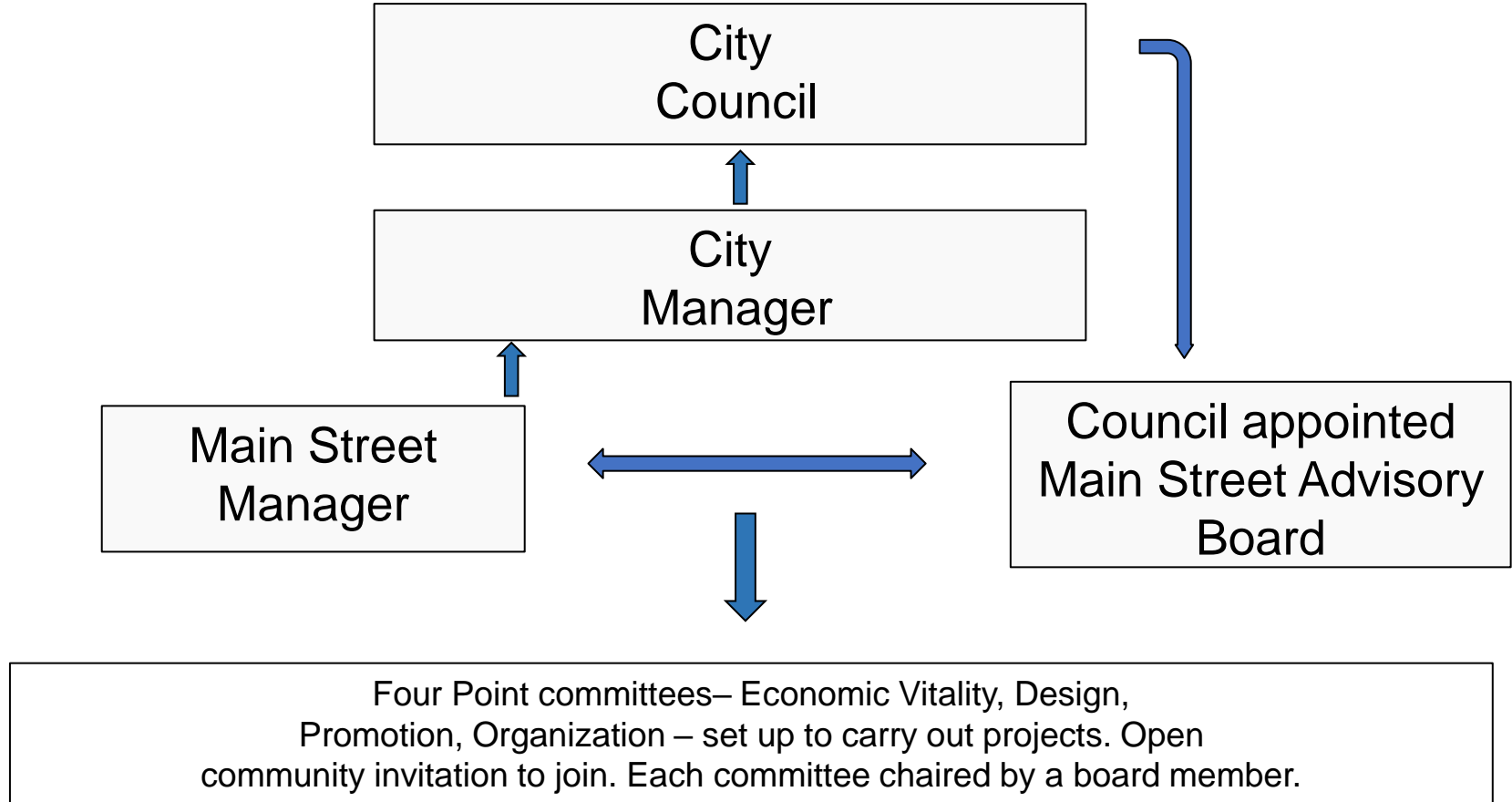
Varied funding sources

Advisory Board works with staff as leadership team to drive the revitalization effort over time.

Council nomination and approval process

Annual fee: \$535

(Typical) Program structure, small city



Application components/Evaluation criteria

- 1. Historic commercial fabric and historic identity**—historic significance/fabric of the proposed Main Street area, interest in/commitment to historic preservation
- 2. Community and private sector support and organizational capacity**—capability of the applicant to successfully implement the Main Street Program
- 3. Support and financial capacity**—Demonstrates the financial capability to employ a full-time manager, fund a local Main Street Program and support downtown-related projects
- 4. Physical capacity**—related to business activity and market potential
- 5. Demonstrated need**
- 6. Geographic distribution/discretionary** -- Points for an application from a county where there are no currently designated Main Street programs, and additional miscellaneous points to signify notable representation of need; preservation or economic development effort; or financial capacity that goes beyond the minimum requested in the application.

Success with commitment



- Main Street since 2014
- Currently undergoing comp plan process
- TMSP just completed Strategic Plan for Main Street program to align with master plan
- Main Street focus is on downtown destination building for locals & visitors

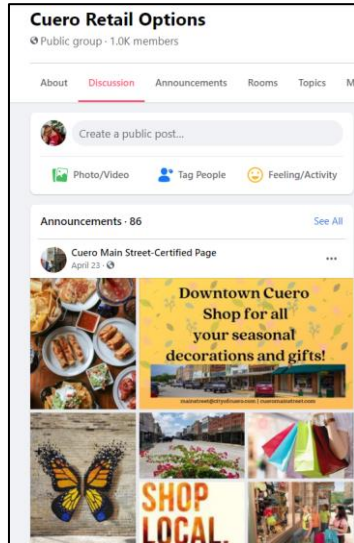


- Main Street since 1997
- 2019 Downtown Master Plan
- Downtown Code update
- Historic hotel restored, adapted to new use
- Mural project



Mount Vernon

- Main Street 1992
- Design services from TMSP for a property just listed
- First Live + Work space under new zoning ordinance



- Recertified since 2013
- Continued focus on small business assistance/COVID recovery-Rent-Utility Assistance Grant
Prioritized business promotion during pandemic
- Vacancy reduction program/vacancy registration
- Public Art program
- Investment in infrastructure

“The Main Street program is highly valued by our Mayor, City Manager and City Council.”